Regulatory Body for Broadcasters

1954. PROF. M. SANKARALINGAM:
SHRI ABANI ROY:
SHRIMATI SAROJ DUBEY:
SHRIMATI CHANDRA KALA PANDEY:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there was a discussion recently about the moral policing of the channels, government's stand in this regard;

(b) whether it is a fact that the Ministry has set up a Regulatory Body to have control on the broadcasters as regards its content;

(c) if so, the details thereof; and

(d) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) A proposal to introduce a suitable legislation for regulating content broadcast on electronic media is under consideration.

(b) No Sir.

(c) and (d) Does not arise.

Provisions for check on advertisements

1955. PROF. M. SANKARALINGAM: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is any provision prescribed by Government to be complied by the news channels to check the advertising codes, etc.;

(b) if so, the details thereof;

(c) if not, the current provisions to be followed by the news channels as regard the programmes and advertising codes;

(d) whether it is a fact that every now and then we come across the channels exceeding the limits of self-restraint;

(e) if so, what way Government propose to cope with this problem;

(f) whether Government have formulated any principles of self-restraint to be followed by the foreign channels like Star; and

(g) if so, the details thereof, and if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) to (g) Programmes and advertisements of all satellite channels, transmitted/ retransmitted through the Cable Network are required to adhere to the Programme and Advertising Codes prescribed under the Cable TV Networks (Regulation) Act, 1995 and Rules framed thereunder.

Complaints/suggestions regarding violation of the Codes are looked into from time to time. For this purpose, the Govt. has constituted two Inter-ministerial Committees. On the recommendations of the Committees, appropriate action is taken against TV Channels. This is a continuous and ongoing process.

Satellite TV Advertisement Code

1956. SHRI SURESH PACHOURI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of the Satellite Television Advertisement Code;

(b) whether instances of violation of this Code have come to the notice of Government; and

(c) if so, the action taken by Government especially in the context of advertisement relating to cigarettes, alcoholic drinks etc.?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) to (c) The Advertising Code is prescribed under the Cable Television Network Rules framed under the Cable Television Networks (Regulation) Act, 1995. The said Advertising Code provides *inter-alia*, that no advertisement shall be transmitted or retransmitted which directly or indirectly promotes production, sale or consumption of tobacco, wine, alcohol, liquor and other intoxicants. Complaint/suggestions regarding violations of the Code are received from time to time. Orders have been issued to TV Channels directing them not to telecast eleven (11) such advertisements, which were found to be in violation of Advertising Code. This is an ongoing process.